

Mimic: Juice Packaging and Brand

by Crystal Hargrove

About

Consumers are more vocal than ever and can make or break a company through social reputation and online opinion. People want to be proud of the products they consume and the companies they purchase from. They want to be able to tell their stories, share their habits, and speak up for change through the power of social media.

As a result, consumers are not only wanting healthier eating options, but are demanding that companies are cleaner, less wasteful, more efficient, utilize better options such as organic products, purchase locally, are more involved with their communities and work with local businesses to provide sustainability, and they are not afraid to hold companies accountable in the process.

The design for Mimic was not only inspired by these current changes in our society and the growing movement of adopting a healthier lifestyle and improved eating habits, but was created to embrace these ideals, promote a 100% production process, and support local economies in process.





Brand

Mimic is a brand that has become synonymous for clean green fresh quality products. This is something that is very important to us and we wanted to represent this in every aspect of our company from our branding, to our designs, product labeling, website, mobile app and beyond.

So when we started creating our branding, we choose to take a minimalist approach and provide flat, clean, vibrant color lines against solid color back grounds. We avoid unnecessary imagery and wording in order to maximize the use of negative-space so that the imagery and text we do use stands out. This is most prevalent with the iconography utilized on our labels which make use of the bright contrasting colors in our flat line-art against a black background.

Packaging

Mimic's labeling was inspired by 'Minimalism', which accentuates the subject through the eliminating all non-essential forms, features or concepts.

All labels utilize colorful line art imagery and simple white font that contrasts against a black backdrop, and not only embraces this minimalist aesthetic, but also makes the label pop and stand out when placed on a shelf next to other similar products.

The front of each bottle contains a label that includes only the line art imagery representing the primary drink ingredient slightly cropped to add interest; in addition to the drink name, ingredients in a simple list, net contents and brand leaf icon.

The right side of the bottle contains a label that provides a full-color profile image and a simple introduction of one of the farmers that Mimic works with to source produce.

The back of the bottle contains the required nutrition label.



**TROPIC
APPLE**

apple
mango

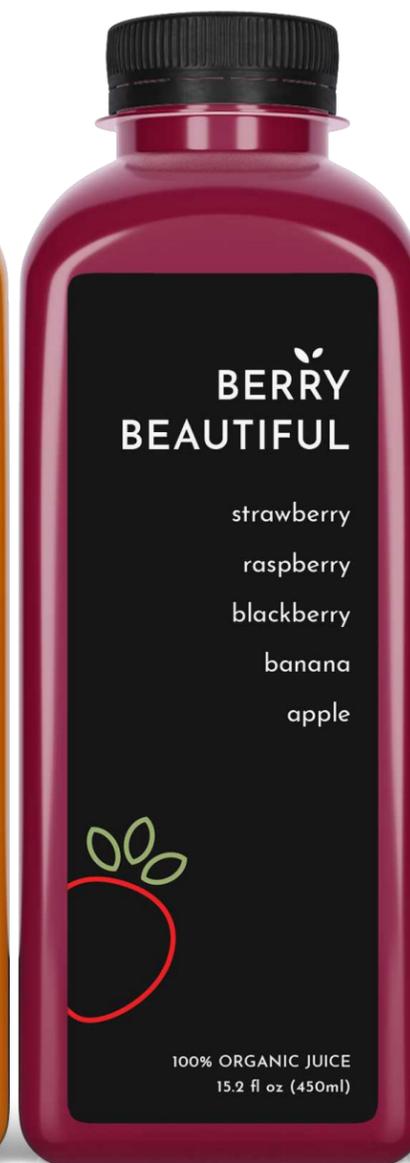
100% ORGANIC JUICE
15.2 fl oz (450ml)



**SOUR
CITRUS**

orange
mandarin
lemon
apple
carrot
ginger

100% ORGANIC JUICE
15.2 fl oz (450ml)



**BERRY
BEAUTIFUL**

strawberry
raspberry
blackberry
banana
apple

100% ORGANIC JUICE
15.2 fl oz (450ml)



TROPIC
APPLE

apple
mango



100% ORGANIC JUICE
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Website

The Mimic website consists of a modified-minimalist aesthetic which allows the web pages to adequately promote the company without having unnecessary imagery, context and features.

Unlike our product labels, our website utilizes a light-colored theme with white backdrop and simple black text for most of the content provided; however, there are small deviations to this throughout the web pages to make certain information stand out.

Throughout the website there are strategically placed links, images and slideshows which showcase specific information and/or connect to additional information about particular topics. These graphic elements may be presented in a variety of ways, but all fit comfortably within the theme, color palette, and aesthetic of the overall website.

The 'homepage' highlights three of Mimic's products at any given time which usually consist of the best sellers of the season, but may also consist of any limited-time blends, specialty blends, or holidays blends which may become available.

The three products featured are shown with buttons of their catchphrase linking them to their specific product page.

Other features of the homepage include a section for farmer partnerships which provides a brief bio on some of our new and produce partners; an ad at the bottom of the page promotes an app that Mimic created to learn about recipes; and when offered, the home page also highlights limited-time specials or product promotions.



spring special
SPRINGTIME GREENS

FIND A STORE

GET IT BEFORE THE GREEN IS GONE!
AVAILABLE FROM 4/1 - 7/30

mimič X

- home
- products
- about us
- farmer partnerships
- faq
- where to buy
- contact us

MOST POPULAR



BE A REBEL

BREAK THE RULES

FEEL YOUNG AGAIN

9:41

mimič



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MEET OUR NEW PARTNERS

carrots 



JEREMY MATTHEWS
'THE CARROT CONNOISSEUR'

Fresh carrots is his game, the Carrot connoisseur is his name. From a young age playing in the family garden, Jeremy was always fascinated with the crazy colors carrots could be. His personal mission is to discover and grow more varieties of carrot than anyone in the world.

[LEARN MORE](#)

strawberries 



JEAN OWENS
'THE STRAWBERRY QUEEN'

Jean has always loved strawberries, from pies to preserves to homemade strawberry lemonade. Today she and her family tends to one of the largest strawberry fields in the country and shares their love of strawberries across the globe.

[LEARN MORE](#)

bananas 



ALANI LEE
'THE WISE MAN'

Bananas are called the fruit of the wise man, and like all banana farmers, Mr. Lee is a wise man. He uses generations of family knowledge to attend to his 100 year old family plantation on the coast of Hawaii.

[LEARN MORE](#)



LEARN HOW TO BLEND LIKE A PRO
download our recipe app now!



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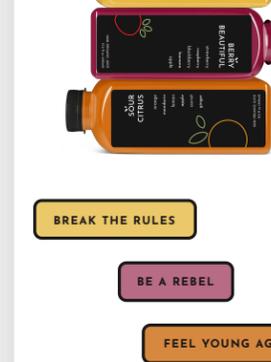
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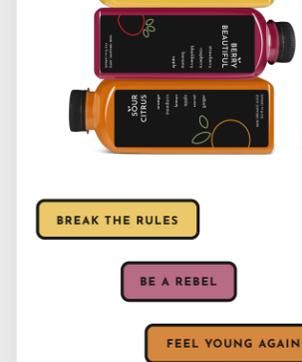
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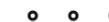
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ABOUT US

Mimic is the industry leader for organic-based locally sourced fruit blend products. Our regional processing facilities work directly with local independent organic farms, orchards and vineyards to source the best of fresh fruit and vegetables available to the market today.

By operating in this manner Mimic is working to revolutionize the juice industry and create a unique experience for consumers while staying true to our mission to foster fellowship through the promoting of local business, building local sustainability and opening conversations within communities.

Did we mention we love making juice? It's true! That's why at Mimic, we believe in a three-step approach to our juice making!

It starts by creating a minimal carbon footprint! We do this by sourcing only local organic produce that is pesticide and herbicide-free; we avoid artificial colors and additives, and we avoiding harmful packaging like plastics by packaging our juices in bottles that are made with 100% recyclable glass. The combination of these steps not only allow us to have nearly zero carbon footprint, but also allow us to provide you with juice blends that taste as close to fresh-picked as possible!

Then we process our products so that they have and maintain the best quality and taste in the marketplace! This is done through Cold Pressure processing, also known as High-Pressure Processing (HPP), which not only extends the shelf life of our juices but also helps to maintain essential vitamins, minerals, and enzymes. (You can learn more at ColdPressured.org.)

And finally, we focus on preserving the quality and taste all the way to your local grocery shelf! For juices going directly to the consumer, we blend, bottle and apply pressure equal to five times that found in the deepest part of the ocean to help protect flavor, color and nutrients of our blends. And because we know that most fruits and vegetables have a limited growing season, and because consumers want our great-tasting juice all year round, some juice is stored for future blending. These juices are immediately preserved in chilled tanks which not only protect the juice from oxygen, light, and other contaminants, but hold the juice at optimal temperatures just above freezing which protects the taste, quality, and nutritional value of all our juices. Once they are ready for market, they too are then blended, bottled and pressurized to be sent off to your local grocer.

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stay fresh

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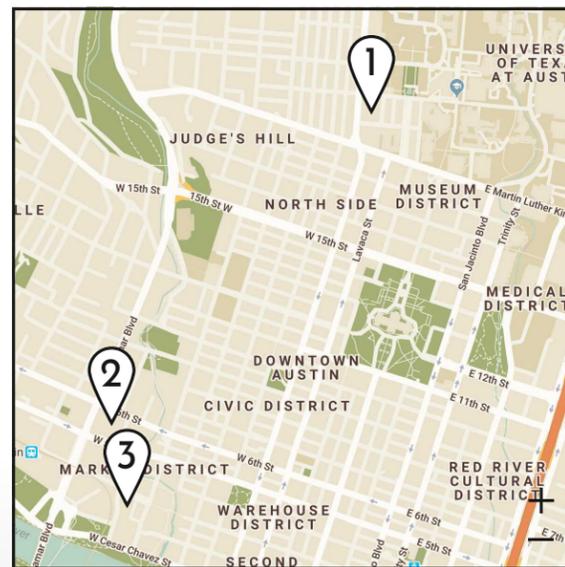
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The 'where to buy' page consists of a minimal search map where consumers can input their zip code in order to search for stores in their local areas that sell Mimic products.

WHERE TO BUY

Want to know where you can buy Mimic products? Enter your zipcode below to start the search.



SEARCH RESULTS

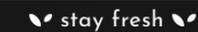
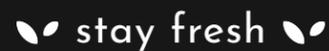
- 1. Target Grocery**
2025 Guadalupe St STE 01-100,
Austin, TX 78705
- 2. Whole Foods Market**
525 N Lamar Blvd,
Austin, TX 78703
- 3. Trader Joe's**
211 Walter Seaholm Dr Ste 100,
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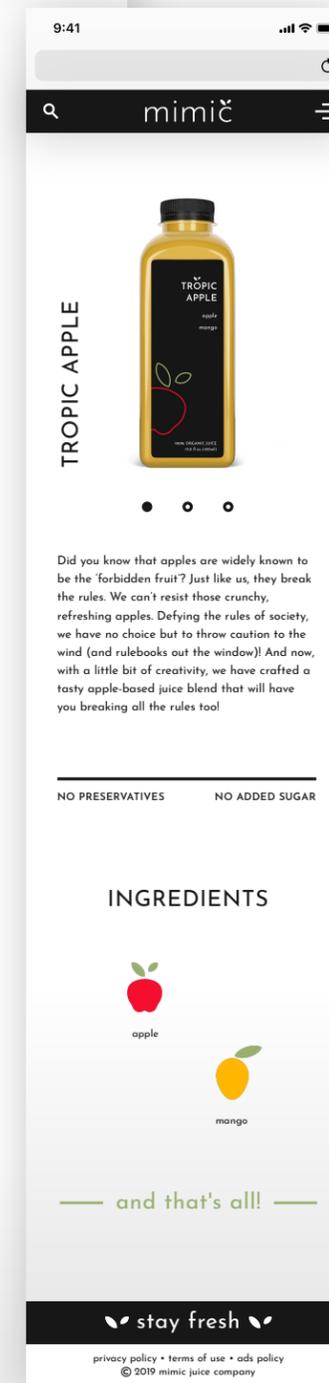
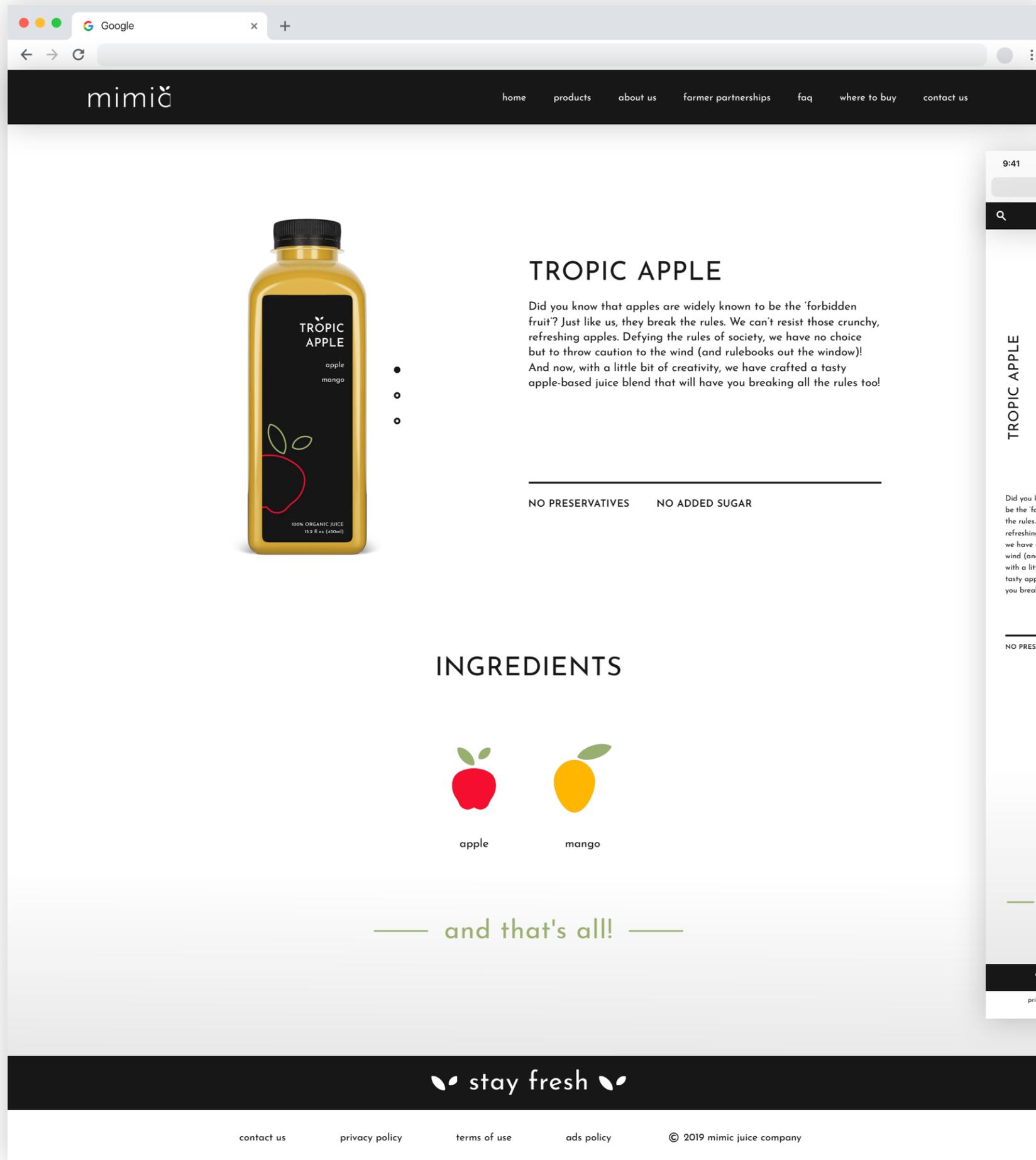
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The product pages provide details and product specific information based upon on which products' page your are currently viewing. All product pages highlight the three sides of the bottle for each blend, provide a sassy little fun-fact about the main ingredient in the blend, and a list of icons representing the fruits that are found within the blend.





This is Farmer Fred and his miniature goat Billy. Fred is the owner of a magical place called Appletime Orchards, where apple trees sweep the landscape for miles in every direction. Mimic loves working with Fred because he is hard working, honest, and loves being active in his local community. While Fred is away, Billy loves to run around eating all of the bad apples, ensuring quality control.

TROPIC APPLE

Did you know that apples are widely known to be the 'forbidden fruit'? Just like us, they break the rules. We can't resist those crunchy, refreshing apples. Defying the rules of society, we have no choice but to throw caution to the wind (and rulebooks out the window)! And now, with a little bit of creativity, we have crafted a tasty apple-based juice blend that will have you breaking all the rules too!

NO PRESERVATIVES NO ADDED SUGAR

INGREDIENTS



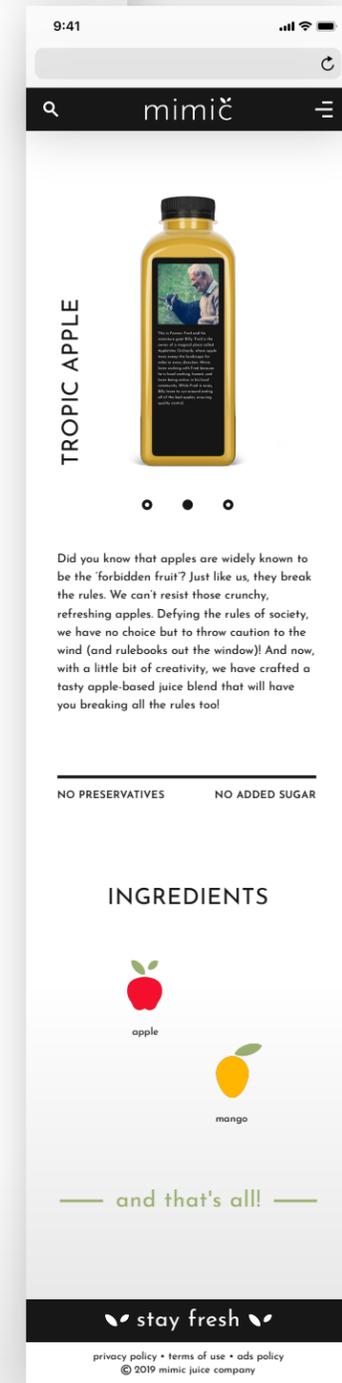
apple

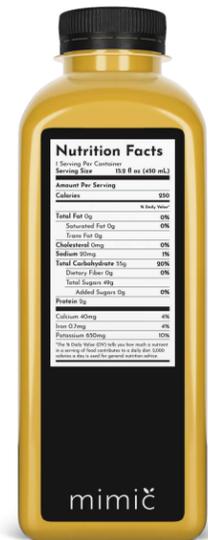


mango

— and that's all! —

stay fresh





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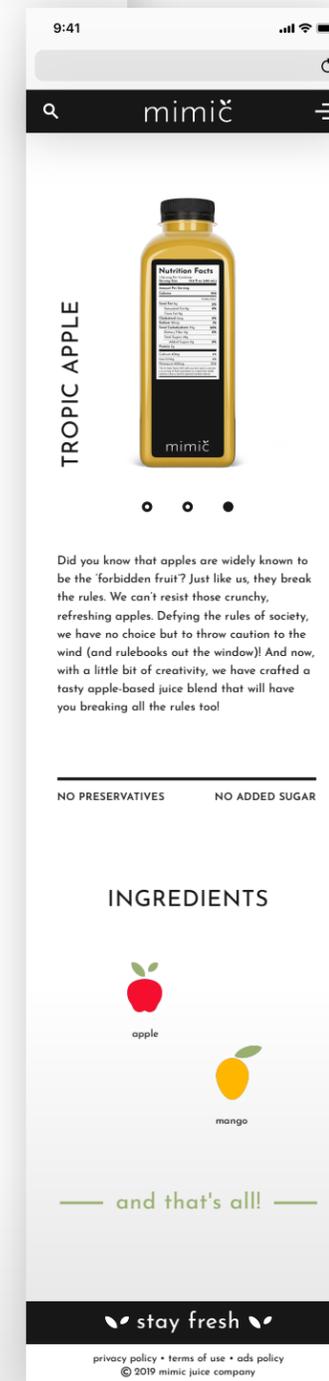
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BERRY BEAUTIFUL

Did you know that strawberries are not actually berries? (Who knew right?) They are actually 'accessory fruits', but who cares if they are berries or not—we love them! And, like us, they're rebels, and we can respect that. Now that we have bottled our newest creative concoction, you too can showcase your inner rebel!

NO PRESERVATIVES NO ADDED SUGAR

INGREDIENTS



strawberry



raspberry



blackberry



banana



apple

— and that's all! —

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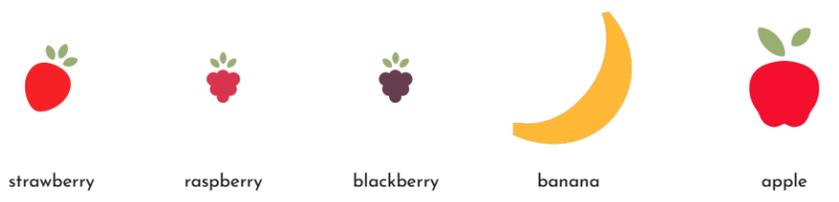


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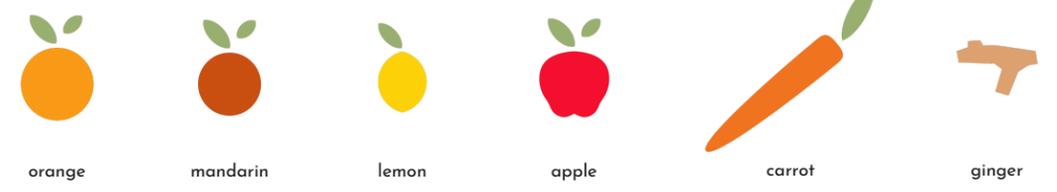


SOUR CITRUS

It is believed that the "golden apples" Hercules stole from the Garden of the Hesperides in his quest were actually oranges, also known as the "fruit of the gods". They were said to give immortality to those who ate them—which isn't far off! Oranges are high in antioxidants, which are believed to slow the aging process. And now with some citrusfied ingenuity and a dash of lemon & ginger, our handcrafted citrus blend is about to make you feel young again!

NO PRESERVATIVES NO ADDED SUGAR

INGREDIENTS



orange mandarin lemon apple carrot ginger

and that's all!

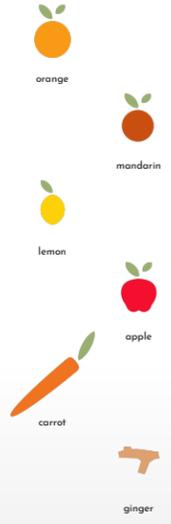


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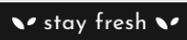
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Meet Jeff and Jack, the Kiddler Brothers, who own and operate Copay Valley, one of the largest citrus farms in the country. On any given day you can find Jeff and Jack working the land, tending the fields, and sampling one of the dozen varieties of citrus fruits that they grow throughout the year. Mimič loves working with the Kiddler Brothers because they take pride in everything they do, they only grow organic, and as the seasons change so does the arrival of new and exciting seasonal offerings!

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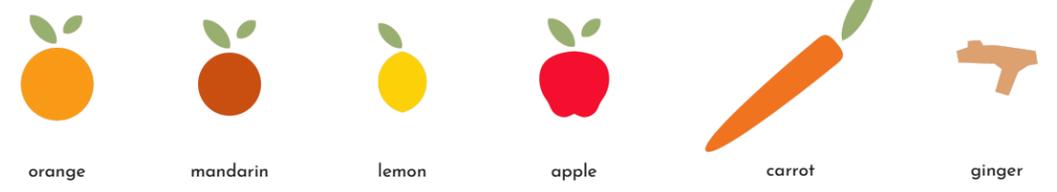


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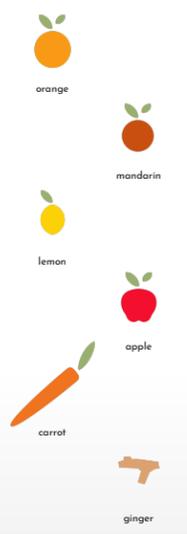
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